

From: "Colacurcio, Joe" <Joe.Colacurcio@nielsen.com> Sent: 4/29/2009 2:55 PM.
To: [-] "Gary_Heine@Toyota.com" <'Gary_Heine@Toyota.com'>; "mike_robinson@toyota.com" <'mike_robinson@toyota.com'>; "greg_bryan@toyota.com" <'greg_bryan@toyota.com'>.
Cc: [-] "craig_erickson@toyota.com" <'craig_erickson@toyota.com'>; "Stephenson, Bill" <Bill.Stephenson@nielsen.com>; "Hamm, Scott" <Scott.Hamm@nielsen.com>.
Bcc: [-] .
Subject: BuzzAlert: 2008 Toyota Tacoma owner reports unexpected, full-throttle highway acceleration.

Hello,

Please note that on Thursday, April 02, 2009, we reported that an individual on Topix.net recounted an experience regarding unexpected, full-throttle highway acceleration. It now appears that the owner has re-posted this information Edmunds.com' TownHall Talk forums (the original alert can be found at the bottom of this email). In this post, the owner appears to state the name of a Toyota Representative from California, and makes some very bold statements.

Recent post on Edmunds.com:

"I have a 2008 Toyota Tacoma. On March 8, 2009 while travelling on the Parkway near the Pittsburgh PA International Airport, I accelerated to pass a vehicle in the middle lane. The throttle stuck wide open and I was travelling as fast as this vehicle could go, I put 1 foot on the brake, both feet on the brake - was standing on the brake and I was speeding down the parkway. I noticed a gravel berm to the right side of the road and thought about "Runaway Truck Ramps" but knew that I would probably flip the vehicle. I put the Tacoma in Neutral - the engine was screaming, both feet still on the brake, I eased off to the berm and I was still propelled down the berm from the speed of this vehicle. The engine was "screaming". I shut the ignition off. I have contacted Toyota, NHTSA, Lemon Law and have had no luck, they blame it on the "All Purpose Rubber Mats". This vehicle is a "DEATH TRAP" and someone is going to get killed - if they haven't already...Toyota's Nicole Redd/California told me that I was fixated on "What If, What If" and should be concentrating on "What Is - What Is" AND if the problem occurs again, I know how to handle it. YOU SHOULD NOT BE AFRAID TO DRIVE ANY VEHICLE. I have contacted our Insurance Carrier and have it in writing that if I am killed in this vehicle that it's TOYOTA'S FAULT."

Edmunds.com, April 28, 2009, author: sree03

Direct Link to Edmunds.com: http://townhall-talk.edmunds.com/direct/view/.f1cea36!make=Toyota&model=Tacoma&ed_makeindex=.f1cea36

Regards-

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From: Colacurcio, Joe

Sent: Thursday, April 02, 2009 6:14 PM

To: 'Gary_Heine@Toyota.com'; 'mike_robinson@toyota.com'; 'greg_bryan@toyota.com'; 'gordon_rush@toyota.com'

Cc: 'craig_erickson@toyota.com'; Stephenson, Bill; Hamm, Scott

Subject: BuzzAlert: 2008 Toyota Tacoma owner reports unexpected, full-throttle highway acceleration

Good afternoon,

On March 27, 2009, the owner of a 2008 Toyota Tacoma reports on Topix.net that while traveling the Pittsburgh Parkway on March 8, 2009, the vehicle suddenly accelerated at wide-open throttle, and claims that application of the brake with two feet would not slow the vehicle. The owner shifted in to Neutral, the engine revved extremely high, and the owner then turned the vehicle off. The owner reports being fearful to drive the truck, and states having contacted the news media in hopes of gaining exposure to the story. This post is in response to an article on Topix.net that the NHTSA had closed its probe of unintended acceleration associated with the [current-generation] Toyota Tacoma. Some subsequent posts are dismissive of this poster's story.

Original Post:

"On March 8, 2009 I was travelling on the Pittsburgh Parkway near the Pgh. International Airport. I accelerated to pass a slow moving vehicle that was in the center lane, as I did the throttle stuck wide open and I was travelling as fast as this vehicle would go. I put my foot on the brake, nothing happened - put both feet on the brake - nothing happened - was now standing on the brake and my 2008 Toyota Tacoma would not slow down. I noticed the gravel berm to my right, I was in the right lane but knew that if I tried to get over, I would probably flip the vehicle.....I knew that the road narrows to 2 lanes shortly and that I had to do something quickly. I put the truck in Neutral and it was revving so fast and so loud that I thought the engine would come through the hood, I merged onto the berm and the speed at which I was travelling still propelled me down the berm...when I was almost stopped, I shut the ignition off. Toyota refuses to acknowledge that there is a problem. My husband and me (both good driver's) are afraid to drive this vehicle. It's like someone strapping a bomb to you, you know if't going to go off - you just don't know when. I have contacted the news media and I'm going to tell my story."

Topix.net, March 27, 2009, author: Sandy

Direct Link to Topix.net discussion: <http://www.topix.net/forum/autos/TIUVQT6QDCKMIOCDK#comments>

Regards,

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